



**Continental  
Cablevision**

## **MHTV-3 Program Schedule MAY 13 - 17, 1996**

### **MONDAY, MAY 13**

- 5:30 PM Middle School Focus: Blue Ribbon  
Marblehead Public Schools Production
- 6:00 PM Paws For Adoption
- 6:30 PM 'Headliner - The News of Marblehead
- 7:00 PM Your Money Matters
- 7:30 PM Discovering Marblehead: The Photographs of Dennis Curtin  
The Path
- 8:00 PM Marblehead Town Election Special **\*\*LIVE\*\***

### **TUESDAY, MAY 14**

- 5:30 PM Officer Dave's Safety Club
- 6:00 PM Education Showcase
- 6:30 PM 'Headliner - The News of Marblehead
- 7:00 PM The Bookcase with Chris Connelly
- 7:30 PM MHTV-3 Game Day  
MHS Girls Lacrosse vs. Winchester  
(weather permitting)
- 9:00 PM 'Headliner (R)

### **WEDNESDAY, MAY 15**

- 5:30 PM On Line
- 6:00 PM The Front Desk
- 6:30 PM 'Headliner - The News of Marblehead **\*\*NEW EDITION\*\***
- 7:00 PM Focus On Health
- 7:30 PM Selectmen's Meeting **\*\*LIVE\*\***
- After the meeting: 'Headliner (R)

### **THURSDAY, MAY 16**

- 5:30 PM Aleph Network Programming
- 6:00 PM Ready, Willing, Enable! (cc)
- 6:30 PM 'Headliner - The News of Marblehead
- 7:00 PM Painting the Town
- 7:30 PM School Committee Meeting **\*\*LIVE\*\***

### **FRIDAY, MAY 17**

- 7:00 PM MHTV-3 Game Day  
MHS Girls Lacrosse vs. Lexington (weather permitting)

**\*\*PROGRAM SCHEDULE SUBJECT TO CHANGE\*\***



**Continental  
Cablevision**

## **MHTV-3 Program Schedule MAY 20 - 23, 1996**

### **MONDAY, MAY 20**

- 5:30 PM **MHS Monitor**  
Marblehead Public Schools Production
- 6:00 PM **Paws For Adoption**
- 6:30 PM **'Headliner - The News of Marblehead**
- 7:00 PM **Your Money Matters**
- 7:30 PM **MHTV-3 Game Day**  
MHS Softball vs. Danvers
- 9:30 PM **'Headliner (R)**

### **TUESDAY, MAY 21**

- 5:30 PM **Officer Dave's Safety Club**
- 6:00 PM **Education Showcase**
- 6:30 PM **'Headliner - The News of Marblehead**
- 7:00 PM **The Bookcase with Chris Connelly**
- 7:30 PM **Parent Education: Dating Violence Prevention **\*\*LIVE\*\*****  
"Violence in Dating"
- 9:00 PM **'Headliner (R)**

### **WEDNESDAY, MAY 22**

- 5:30 PM **On Line**
- 6:00 PM **The Front Desk**
- 6:30 PM **'Headliner - The News of Marblehead **\*\*NEW EDITION\*\*****
- 7:00 PM **Focus On Health**
- 7:30 PM **Selectmen's Meeting **\*\*LIVE\*\*****  
After the meeting: **'Headliner (R)**

### **THURSDAY, MAY 23**

- 5:30 PM **Aleph Network Programming**
- 6:00 PM **Ready, Willing, Enable! (cc)**
- 6:30 PM **'Headliner - The News of Marblehead**
- 7:00 PM **Painting the Town**
- 7:30 PM **MHTV-3 Game Day**  
MHS Baseball vs. Lynn Classical  
(weather permitting)
- 9:30 PM **'Headliner (R)**

***\*\*PROGRAM SCHEDULE SUBJECT TO CHANGE\*\****

# RATIONALE FOR OVERALL COMMITMENT

## *Continental Cablevision of Marblehead, MA*

To borrow from the realtor's expression, what matters most to us is **LOCAL! LOCAL! LOCAL!**

Marblehead, MA, is a historic seacoast community 18 mi. north of Boston, with fewer than 7000 cable subscribers. Every attempt is made to retain the flavor and independence of a small town.

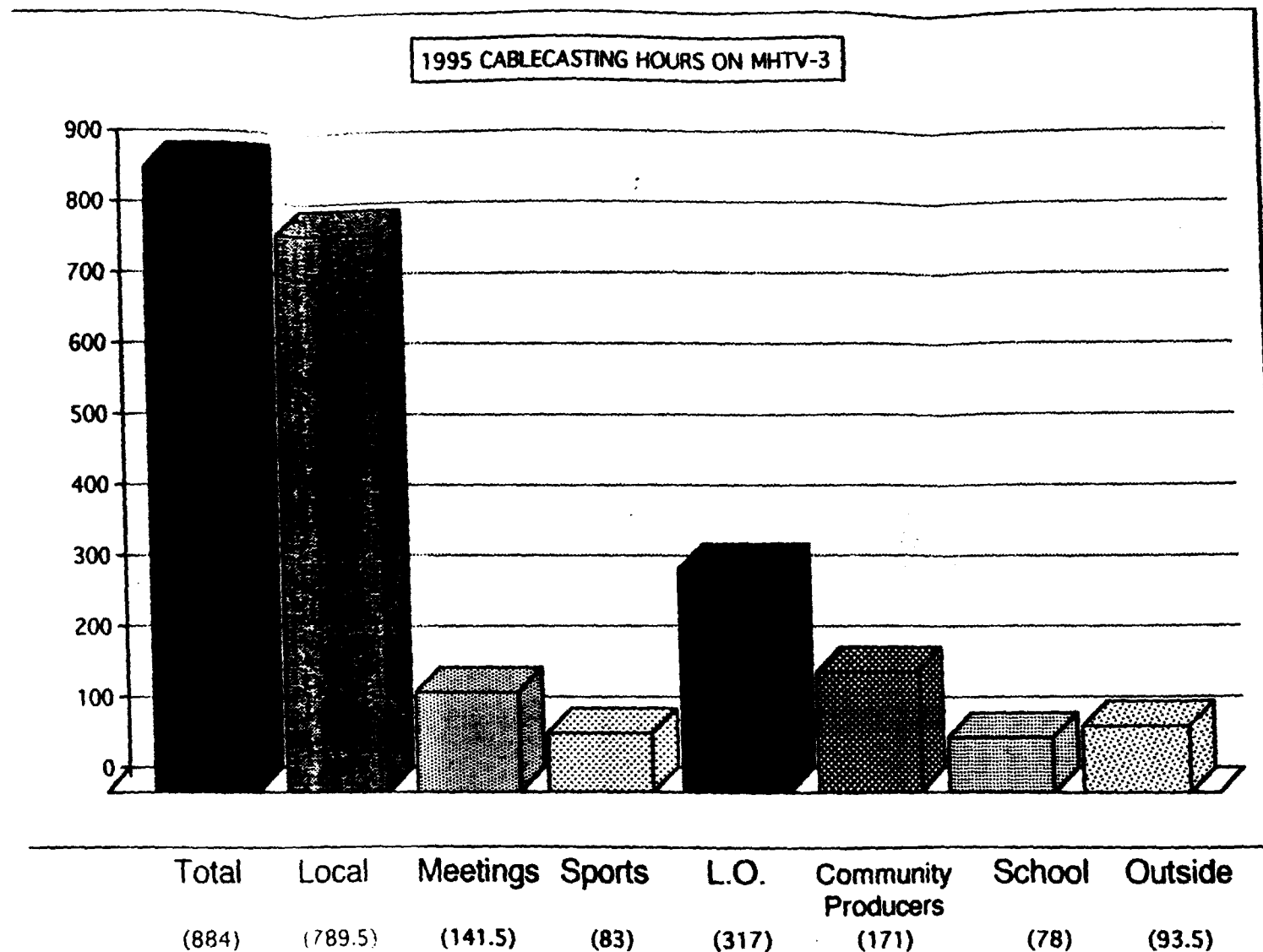
Being so close to Boston, means that our competitors are the major broadcast affiliates and syndicated stations, and even a 24-hour regional cable news operation. So it is up to MHTV to provide LOCAL programming - **specifically for, by and about the Town of Marblehead!** Every program on MHTV tries to maintain a "hyper-local" focus -- dealing with Marblehead issues or featuring Marbleheaders. This has been a successful strategy, as surveys show that MHTV is one of the most highly viewed local stations in the company, and the Town has come to rely on MHTV for accurate, fair and timely reporting and coverage of major events and issues.

Working with a small staff (3 F/T; 2 P/T) & small budget, MHTV believes its primary mission is to respond to community needs, and we have succeeded in using our *existing staff, shared facilities (in Marblehead High School,) and aging equipment (yes, we're still using BY 110 tube cameras!)* to achieve this goal.

Continental's "Community Television" philosophy combines both Local Origination and Community Access production on one channel. Original programming hours average over 17 per week, far exceeding license requirements, but indicative of townwide interest in the medium. MHTV serves, not only as a chronicler of Town events and a live eye on municipal meetings, but as a respected news resource, as a means of raising funds for charitable causes, through telethons and auctions, and as a facility for Community and High School education.

National, regional & local awards have also validated MHTV's efforts to produce quality programming. Last year, MHTV was chosen as a finalist by the *Alliance For Community Media* for **"Overall Excellence in Local Origination"**. The *Massachusetts Cable TV Commission* and the *American College of Emergency Physicians* singled out MHTV programs for recognition.

- ◆ **'HEADLINER - The News of Marblehead'** - Weekly news program covering Marblehead's political, economic & social issues, including segments featuring town events, sports, senior and youth activities.
- ◆ **OFFICER DAVE'S SAFETY CLUB** - A fast-paced 1/2-hour series (10 per year), teaching local kids about safety. Produced in partnership with the Marblehead Police Dept. Has won on regional & State awards.
- ◆ **"SOLUTIONS WE CAN LIVE WITH: Making Peace With Diversity"** - Live, call-in show with representatives from Marblehead's Afro-American, Jewish and Gay communities.
- ◆ **"PEER MEDIATION: Peaceful Solutions in a Climate of Conflicts"** - Documentary focusing on the problems of violence & intolerance at Marblehead High School & the steps being taken to deal with it.
- ◆ **SAILOR'S DIARY** - Dramatization & Documentary about the WW II experiences of a nationally known Marblehead artist who designed the first GI JOE Action figure.
- ◆ **YOUNG DANCE COMPANY OF AMERICA: "Dancing In Reflections"** - Annual Performing Arts special produced by *Community Access* user. Featuring local dance group of national renown.
- ◆ **READY, WILLING, ENABLE!** - Monthly magazine show (10 per year) focusing on issues relating to the disabled and their families or caretakers. This show has garnered national interest & is distributed to over 100 cities & towns in Massachusetts & New Hampshire. (Closed-captioned through grant funding).
- ◆ **YMCA CABLE TV AUCTION PROMO** - Promoting the 5th Annual Y Auction, raising over \$17,000 in 5 hours of live auction action. One of a series of promos nominated for a Massachusetts Community TV Award.
- ◆ **MHTV-3 GAMEDAY Marblehead High School Sports** - Extensive MHTV coverage of High School varsity sports - featuring each season's major and minor sports.
- ◆ **THE ARTIST & HIS MODELS** - Monthly Art Instruction series (10 per year), featuring a local artist painting and drawing Marblehead personalities.
- ◆ **MARBLEHEAD CHRISTMAS WALK 1995** - A unique Marblehead tradition bringing together all segments of the community. MHTV covers three days of activities throughout the town.



**TOTAL** = Total Programming Hours  
**LOCAL** = Locally Produced Programming

**MEETINGS** include Selectmen's Meetings, Town Meetings & other Municipal Meetings covered by LO staff. Does not include School Committee Meetings.

**MEETINGS, SPORTS & L.O.** are staff (Local Origination) produced.

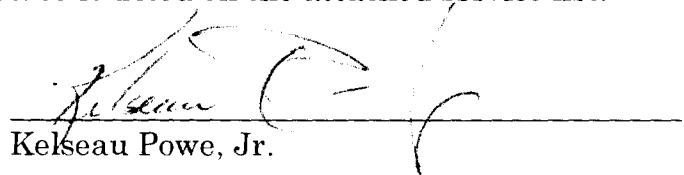
**COMMUNITY PRODUCERS** = Shows produced by residents who have gone through Continental's training courses.

**SCHOOL** = MHS productions, and School Committee Meetings.

**OUTSIDE** = Bicycled tapes from other Continental Stations.

## CERTIFICATE OF SERVICE

I, Kelseau Powe, Jr., do hereby certify that on this 28<sup>th</sup> day of February, 1997, I have caused a copy of the foregoing **COMMENTS OF U S WEST, INC.** to be served via hand-delivery upon the persons listed on the attached service list.



Kelseau Powe, Jr.

Reed E. Hundt  
Federal Communications Commission  
Room 814  
1919 M Street, N.W.  
Washington, DC 20554

James H. Quello  
Federal Communications Commission  
Room 802  
1919 M Street, N.W.  
Washington, DC 20554

Susan P. Ness  
Federal Communications Commission  
Room 832  
1919 M Street, N.W.  
Washington, DC 20554

Rachelle B. Chong  
Federal Communications Commission  
Room 844  
1919 M Street, N.W.  
Washington, DC 20554

JoAnn Lucanik  
Federal Communications Commission  
Room 918  
2033 M Street, N.W.  
Washington, DC 20554

Marcia Glauberman  
Federal Communications Commission  
Room 918  
2033 M Street, N.W.  
Washington, DC 20554

John Adams  
Federal Communications Commission  
Room 918  
2033 M Street, N.W.  
Washington, DC 20554

Alexis Johns  
Federal Communications Commission  
Room 918  
2033 M Street, N.W.  
Washington, DC 20554

(Includes 3 x 5 Diskette w/Cover Letter)

Roy J. Stewart  
Federal Communications Commission  
Room 314  
1919 M Street, N.W.  
Washington, DC 20554

Meredith J. Jones  
Federal Communications Commission  
Room 918-A  
2033 M Street, N.W.  
Washington, DC 20554

International Transcription  
Services, Inc.  
Suite 140  
2100 M Street, N.W.  
Washington, DC 20037